

IMproving Sustainable Development Policies and Practices to access, diversify and foster Cultural TOURism in European regions and areas



Rab, Croatia. © Rab Tourist Board

## Newsletter No. 3

### About IMPACTOUR

The IMPACTOUR project started on 1st January 2020. With a grant of M€2.9 from the Europe an Commission, it will create an innovative and easy-to-use methodology and tool to measure and assess the impact of Cultural Tourism.

IMPACTOUR brings together multi-disciplinary teams from the fields of data science and engineering, cultural heritage, tourism manage-ment and accessibility to devise a new, data-driven approach to managing cultural destinations.

The project aims to strengthen the role of Cultural Tourism as a driving force in the growth and economic development of sustainable European regions.

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# IMPACTOUR ReDiscover Europe Workshop

9 May 2021, Online Event.

Europe has come on a long path since Schuman's declaration back in 1950 and, last May 9th we celebrated peace and unity across Europe. While all the planet is still struggling to overcome the terrible effects of the COVID-19 crisis, Cultural Tourism is playing a huge palliative role by sharing Europe's rich cultural diversity.

Under the auspices of the Portuguese Government, and with full collaboration from the Slovenian Government, **H2020 IMPACTOUR Project** organised and carried out the "**ReDiscover Europe Online Workshop**" attended by approximately 400 participants.

The purpose of the workshop was to discuss the role of **Sustainable Cultural Tourism** in today's Europe. Besides the keynote presentations three key panel debates were organised (with catalyst viewpoints from policy makers, scientific researchers, industry and cultural tourism practitioners):

- Theme 1: Post-COVID cultural tourism – what have we learned, what might we do differently, an opportunity for Big / SMART Data?
- Theme 2: People – accessibility, inclusion/exclusion, market needs
- Theme 3: Technology – digital gateways, mobile interactive content / co-curation, dynamic modelling and tourism management.

A large number of organisations participated, including:

- Portuguese Government
- Slovenian Government
- UNESCO
- Cultural Routes of the Council of Europe
- COST Association
- ICTC-ICOMOS
- European Travel Commission
- European Tourism Association
- EUROPA NOSTRA
- European Heritage Label Network.
- ENAT- European Network for Accessible Tourism

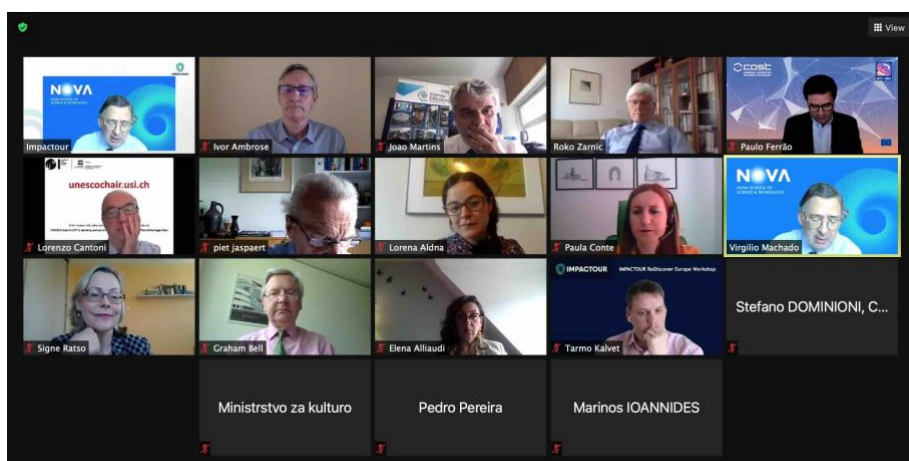


Image: Some of the speakers at the online workshop, which was held on Zoom.

The Workshop's Consensus Declaration is presented on the following pages.

## **ReDiscover Europe Workshop: Concluding Declaration**

Tourism, and in particular Cultural Tourism, was a growing sector, with 15% of annual growth and employing one out of ten people all around the world, until COVID-19 suddenly struck every sector in the global ecosystem. However, this was not the first time the tourism sector had been adversely affected. One can recall the 9/11 attacks, the SARS pandemic or the 2009 global economic crisis where tourism sector always managed to come back stronger and healthier. It always managed to recover by being resilient, optimistic, daring and innovative.

Suddenly, the whole world went from an 'over tourism' condition to a 'no tourism' state... Now is the time to evolve towards a sustainable tourism situation. It is the time to promote a circular economy in touristic destinations, moving away from "take-make-disposal" models towards waste reducing and recycling models, locally reinvesting tourism revenues. The challenge of recovery is an opportunity to reset our defaults: we (all together) must rethink and adopt a communities-centric approach built on visitors-locals relationships and responsible infrastructure. In the future paradigm relationships between visitors and locals will be far more important, and those relations start long before the actual visit...and hopefully will endure in time...

During the crisis, 90% of countries fully or partially closed down their UNESCO World Heritage properties, cutting off a major source of their income and revenue. Mechtild Rössler, Director of the UNESCO World Heritage Centre said in her keynote address, 'The impact of the COVID-19 crisis on cultural tourism in Europe has been unprecedented. New models and approaches are required for a resilient and sustainable tourism recovery that supports communities, creates jobs, promotes culture, and protects heritage and its transmission.'

Culture has been known to be, at the same time, a driver and an enabler for sustainable development. For its cultural richness, this is particularly true in Europe, whether one considers global or local ecosystems. This most treasured resource is of utmost importance for the sustainable development of education, economy and tourism. Cultural Tourism emerges as the key driver to merge development, growth and protection of Cultural Heritage, whilst bringing a new local communities-centric approach. Every sustainable action should ensure good conservation practices, trustworthy heritage benefits and local economic support.

Cultural tourism sites are undergoing many existential threats, such as increased risk of looting and vandalism, business closure, lack of confidence, travel restrictions, economic recession and huge uncertainty about the future. In order to become resilient and sustainable, the Cultural Tourism sector must put its efforts into environmental conservation and development, reconstruction of degraded sites, responsible traveling and local communities' engagement.

As local communities are the primary beneficiaries of sustainable Cultural Tourism, it is of utmost important to developed their sense of natural and cultural pride, being themselves, not copying others.

The International Monetary Fund expects a 6% recovery following the pandemic, after the economy experienced a 3% downturn. This recovery is already occurring locally. It should be noticed that, even before COVID-19 pandemic, domestic tourism was six times larger than international tourism. The Cultural Tourism ecosystem must be prepared to catch up with the



economic recovery, supported by three fundamental pillars, as addressed on the IMPACTOUR Re-Discover Europe Workshop: data, people and technology.

Data and the use of data is fundamental to improving information quality and exchange between sectors and between stakeholders inside the Cultural Tourism ecosystem. The information that can be extracted from so-called 'smart' data is of fundamental importance when evolving towards a collaborative economy framework. Multisector and multidisciplinary approaches involving local communities (Cultural Tourism providers), users (tourists) and connection intermediaries (digital platforms) are vital, enabling every decision to be supported by recorded evidence and analysis of good practices.

Local communities, in particular local SMEs, cooperatives or CCIs (Cultural and Creative Industries), can act as incubator sites of people-centric innovation and Cultural Tourism entrepreneurship. Acting locally and thinking globally they will engage all in society – children and young people, women, senior community members and minorities – in order to reach out to new markets and tourists, creating new emotional bonds strongly founded on local cultural roots. This brand-new generation of entrepreneurs, based on resilient lifelong learning strategies, should be strongly supported by time-deep knowledge and cutting-edge technologies. Deep respect and engagement of local communities is of utmost importance because they can act as unique incubators of accessible, people-centric innovation within Cultural Tourism, moving forward towards social inclusion and cohesion, thus promoting shared identity and unity.

The pandemic has increased, to levels never conceived before, the use of digital tools.

Multidisciplinary approaches are needed in order to make digital Cultural Tourism an attractive and sustainable activity, providing tourists with new experiences, urging them to visit the sites and providing benefits by engaging positively with local communities and stakeholders. Cross-sectoral decision-making platforms, such as the envisaged IMPACTOUR Tool, will play a fundamental role in future business models.

Digital transformation is the basis for a new diversity paradigm, where new offers and markets will come into place. Cultural Tourism new markets and new tourist profiles will undoubtedly consider new indicators where quality outperforms quantity. Often forgotten, accessibility issues will provide huge benefits for the Cultural Tourism ecosystem.

The three themes of the 2021 Europe Day workshop concluded:

- **Data:** the world is emerging smarter from COVID – no longer growth at any price; tourists are more informed before travelling; tourism should no longer be consumption but considerate;
- **People:** tourists are more holistic in their awareness of communities and climate impact; expectations of accessibility in all stages of tourism experiences are more holistic and inclusive; domestic tourism will feature more strongly in the road to recovery and future patterns of life;
- **Technology:** the legacy of COVID will be hybrid visits – digital complementing reality; dynamic management of capacity (quantitative) will enhance experiences (qualitative) for visitors and host communities.

**This is no time for nuances. The IMPACTOUR partners and workshop participants have expressed a commitment to be optimistic, daring and innovative, to Rediscover Europe and to rethink Cultural Tourism, working towards a more resilient and sustainable future. For the RECOVERY of Europe, cooperation of all of us is needed because we are #StrongerTogether and #UnitedInDiversity.**

Visit the Workshop Webpage: <https://www.impactour.eu/node/126>

Watch the workshop again on YouTube: <https://www.youtube.com/watch?v=snD4gXQsjQQ>

**ReDiscover Europe Workshop speakers and affiliations.** (Listed in programme order).

**Virgílio Machado** Head of Nova School of Science and Technology

**Ricardo Gonçalves** Head of UNINOVA

**João Martins** H2020 IMPACTOUR Coordinator

**Graça Fonseca** Minister of Culture, Portugal

**Mechtild Rössler** Director UNESCO World Heritage Centre

**Stefano Dominioni** Executive Secretary of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe and Director of the European Institute of Cultural Routes

**Signe Ratso** European Commission, Deputy Director General in DG RTD

**Paulo Ferrão** President COST Association

**Tarmo Kalvet** IMPACTOUR partner IBS, Estonia

**Tomeu Deyà** Vice President ICTC-ICOMOS

**Eduardo Santander** Director European Travel Commission

**Lorenzo Cantoni** UNESCO Chair on ICT,

**Monika Karu** Visit Estonia

**Paula Conte** FSMLR, Spain

**Joaquim Jorge** Advisor to the Ministry of Culture, Portugal

**Carolina Islas** University of Turku, Finland

**Tom Jenkins** CEO European Tourism Association

**Ivor Ambrose** IMPACTOUR partner ENAT, Belgium

**Lorena Aldana** European Policy Coordinator Europa Nostra

**Marinos Ioannides** IMPACTOUR partner Cyprus University of Technology

**Elena Alliaudi** Coordinator Network of European Royal Residences

**Roko Zarnic** University of Ljubljana, Slovenia

**Milada Št'astná** H2020 SPOT Coordinator

**Bart Neuts** H2020 SMARTCULTUR Coordinator

**Rob Davies** Cyprus University of Technology

**Reinhold Sahl** Head of Austria Castle/Authority/European Heritage Label Network

**Piet Jaspaert** Vice President EUROPA NOSTRA

**Graham Bell** EUROPA NOSTRA Board

**Vasko Simoniti** Minister of Culture, Slovenia

## IMPACTOUR's Definition of Cultural Tourism

On 12th January 2021, the IMPACTOUR team held an online meeting to develop our own definition of Cultural Tourism. We used the interactive online collaboration tool, MIRO to help us record several definitions and move towards a consensus.

There was general agreement that the UNWTO definition of Cultural Tourism is a good starting point, and, building on this, the team made some adjustments to emphasise our particular concerns.

### Here is the result - IMPACTOUR Definition of Cultural Tourism:

“A type of tourism activity in which the visitor’s motivation and aim is to learn, discover, experience, participate and benefit from the tangible and intangible cultural offers in a tourism destination. These offers relate to a set of distinctive material, intellectual, spiritual and emotional features and the relationships with and within a society. It encompasses the places they inhabit, arts and architecture, historical and cultural and natural heritage, landscapes, culinary heritage, literature, music, creative industries and the living cultures with their cultural and social values.” This is a starting point for a number of additional definitional statements that will expore issues such as 'Tourists as temporary citizens', 'Touristic experience', 'Motivations', 'Impacts', 'Digital tourism', 'Success factors', 'Categories of Tourism' and others.”

## IMPACTOUR Gamified Webinar, 31 March 2021

On March 31<sup>st</sup>, 40 participants joined in a collaborative, gamified webinar, taking us on a journey to 5 lands/cultural tourism destinations.

The game was facilitated by the creative consultants, Pot-in-Pot, Matera, Italy.

The 5 cultural tourism destinations

**Ruralia**, with 5500 inhabitants, is geographically located 40 km far from the nearest city. It comprises an area of 80 km<sup>2</sup>, divided by Dumas river and surrounded by high hills. One hundred year ago, Ruralia was an important business centre, due to the high number of windmills processing several products coming from agriculture. At that time, several cattle farms prospered along Dumas river as they could get water and feed the cattle almost for free. Nowadays, everything is different. The population is getting older, the agriculture industry is almost inexistent.

**Urbanalia** is the provincial capital of a former Eastern Bloc country, with a population of 800,000 inhabitants. Located on a major river, the city has a rich history dating back to Roman times and with significant iron-age sites. The city spreads over an area about 35 kms by 25 km, with low-lying areas and the medieval centre by the river, extending to the agricultural lands and foothills of the nearby mountain chain, making the city's geographical image rather diverse. Urbanalia

flourished during the periods of the Kingdom of Hungary and Austro-Hungarian empire, with the older parts of the city rich in architectural heritage buildings from the medieval and baroque periods. It is the regional centre of government with 10 administrative districts which each have their own character, from the old city centre to the large, post-WW2 housing estates on the outskirts, with sports arenas, factories and a former steelworks. The transport connections, concentration of industry, scientific, educational and research institutions and industrial tradition contribute to its leading economic position in the country. It is a city known for its diverse economy, high quality of living, museums, arts and music, sporting, and entertainment events. Urbanalia was recognised in 2018 with the EU Access City Award for its policies and actions for the integration of persons with disabilities.

**Itineralia** is a route of more than four hundred kilometers that runs along the most diverse landscapes, hills, moors, mountains and wheat fields. It is a millenary path, originated at the end of the IX century as a pilgrimage to the Dozen Hills peak to give thanks for the end of a harsh drought, which ended to give way to many years of prosperity. A small sanctuary was built there, which today enjoys the declaration of cultural interest and world heritage. Since then, the tradition has been maintained as a way of thanking and praying for the good of the community in a collective act to which the inhabitants of the area feel very attached. It is also an important international attraction for pilgrims from all over the world who wish to come into contact with nature and with a community that keeps alive its most ancestral traditions. Its population is mainly rural, although the route passes through two large cities with more than 200,000 inhabitants. Apart from these two cities, the population linked to the route does not exceed 12,000 inhabitants spread over the nearly 50 villages along the way. In addition to the pilgrimage, the area is rich in local traditions and has a rich gastronomy based on the cultivation and exploitation of local products. Its economy is based mainly on agriculture and livestock farming with small auxiliary industries of aeronautics in the two main cities.

**Naturalia** - deep blue lakes hidden between rolling hills and valleys. Naturalia is a popular getaway destination. Deep forests, a large national park and sleepy villages with historical churches and episcopal castle is what best characterises the destination's vibe. This natural and ethnic landscape is as diverse and nuanced as Naturalia's history. This is also a home to many traditional ethnic communities, such as Platoneitons and Sokrateitons. Platoneitons is ethnic and linguistic minority living in an area covering Naturalia are renowned, admired and loved for their impressive vocal heritage, traditional villages and food. For their geographical location, religion and roots, their culture is often viewed as existing on the border of two worlds. Platoneitons have kept close ties to their traditional roots throughout the history and boast their own unique lifestyle including their own language and clothing customs.

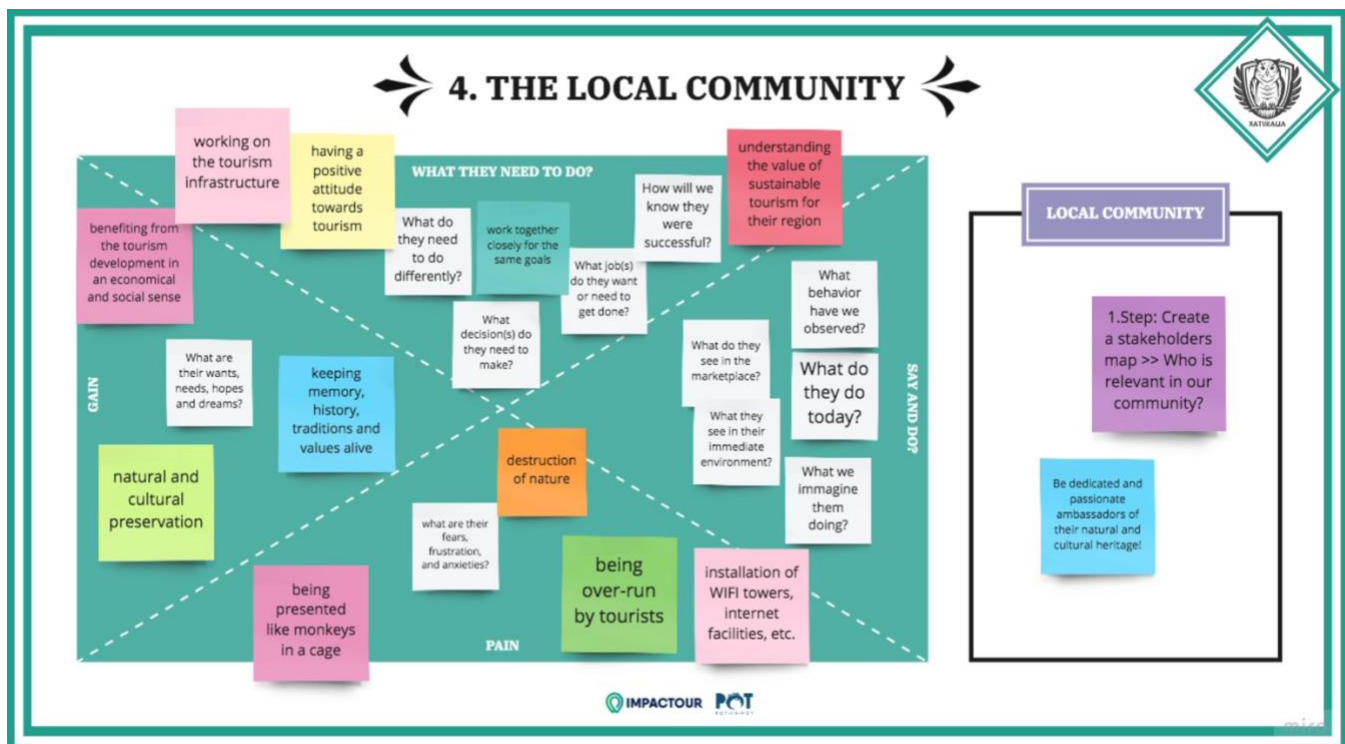
**Industrialia** is a middle-earth, a land never touched by tourists. It is a strip which surrounds a big city, once famous for its industries, now surviving on new economies. People moves back and forwards from the artistic centre of the city to its territory, passing through the abandoned buildings of Industrialia, ignoring the ghost city and its neighborhood. Slowly but surely, on the edge of the industrial sheds, local people have started creating new vegetable gardens, where schools and small communities gather to regenerate the local land. Street artists are painting the facades of various buildings, giving birth, with the involvement of the local community, new stories and narratives. Some of the abandoned sheds have become new examples of regeneration of industrial archaeology, hosting cultural and social centers.



The results of the Gamified Webinar will feed into the concepts and issues to be dealt with in the further development of the cultural tourism management tool, drawing on the results from each of the 5 “lands”.

Participants were guided on their journey by a team of facilitators who set a number of questions for discussion. Each “country” had the opportunity to visit “Wise Men and Women” who could advise them on matters that could help to develop a more sustainable destination: Accessibility, Social Awareness, Co-creation, Business Models, and Digitalisation.

Here is just one of the examples of an intermediary interactive board, where the Naturalia team shared their views on the natural and cultural heritage.



The game ended with a visual representation of numerous “Bridges” between the 5 lands, indicating possible pathways towards common strategies and solutions that were identified by the different teams.

# IMPACTOUR Thematic Webinar: Cultural Tourism Destinations for All

An "internal" online Webinar for IMPACTOUR team members, representatives of Pilot Sites and guests from two other H2020 projects was held via Zoom on 8th June 2021.

The objective of this event was to give all the IMPACTOUR project team a grounding in the importance of accessibility in tourism and cultural tourism development and, therefore, create a better understanding of this subject between all partners.

The ENAT experts gave presentations on a wide range of topics, describing the development of accessible tourism policies in the EU, background statistics on the market demand and the provision of accessible tourism services. Particular attention was paid to issues concerning how to ensure access to cultural tourism venues, sites, exhibitions, museums and events.

An invited speaker, Sonia García Fraïle, from the ONCE Foundation for the Cooperation and Inclusion of Persons with Disabilities (Spain), gave an overview of their ongoing project, "Digitalization of the Way of Saint James", which involves a wide range of stakeholders, technical partners and sponsors. The project is developing a mobile application providing information as well as way-finding support for persons with sensory disabilities, aiming to give greater independence to all those who wish to follow this pilgrims' route across northern Spain.



**Image:** From the Way of Saint James project. Proposed signage with placement of the "VuMark" digital code, which pilgrims can scan to receive information via their mobile device.

Image with permission of Fundación ONCE.

The webinar programme, "Cultural Destinations for All", is shown on the next page.



## Webinar 8 June 2021

Cultural tourism destinations for all

**Cultural tourism destinations for all**

Cultural tourism destinations for all

### Programme

10.00 CEST	1. <b>What is Accessible Tourism?</b> Anna Grazia Laura
10.15	2. <b>Accessible Tourism Market and Supply (pre-covid)</b> Ivor Ambrose
	3. <b>Cultural Tourism examples: access challenges, solutions, research and innovation</b>
10.30	a) <b>Accessibility of buildings, sites and public spaces</b> Katerina Papamichail
10.45	b) <b>Accessibility of museums and collections</b> Emiliano Deferrari
11.00	c) <b>Project : Digitalization of the Way of St. James</b> Sonia García Fraile and Mercé Luz, ONCE Foundation
11.15	d) <b>"Tur4All" - information tool for visitors to cultural sites in Portugal and Spain</b> Ana Garcia
11.30	e) <b>Accessible festivals and events</b> Dario Imperatore
11.45	4. <b>Accessible Cultural Tourism Destination Management</b> IMPACTOUR goals, indicators, accessibility actions, pilots... Ivor Ambrose
12.00	<b>Discussion</b>
12.30	<b>Close</b>

### Meeting via Zoom

<https://us02web.zoom.us/j/87692552223?pwd=ZEF5YVFFRQUFSak9ndlRl.d1o3bXdMQT09> Meeting ID: 876 9255 2223 Passcode: 184077



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 870747



## IMPACTOUR Pilot Sites

The IMPACTOUR project is currently collaborating with a number of Pilot Sites around Europe. These sites will provide a range of data on visitor flows, cultural assets, infrastructure provisions, economic and social indicators, helping to define, build and eventually test the new IMPACTOUR tools for destination management. Additional sites will be coming on-stream in the next weeks.



Trebinje, Bósnia-Herzegovina © Tourist Organisation of Trebinje

Visit the “mini” Home Pages of the pilot sites on the IMPACTOUR website to learn more:

- [Aldeia dos Biscoitos, Portugal](#)
- [Almada, Portugal](#)
- [Camino de Santiago - Castile and León, Spain](#)
- [Cascais, Portugal](#)
- [Chemin de Compostelle en Aveyron, France](#)
- [Comune di Palmi, Calabria - Italy](#)
- [Fajã dos Cubres, Portugal](#)
- [Kyperounta, Cyprus](#)
- [Municipio 2 Milano & CPM, Italy](#)
- [Murgia National Park, Italy](#)
- [Museo de Pontevedra, Spain](#)
- [Palentian Romanesque, Spain](#)
- [Rab, Croatia](#)
- [Trebinje, Bósnia-Herzegovina](#)
- [Trikala, Greece](#)
- [Vidzeme, Latvia](#)
- [Võru County, Estonia](#)

Below, we feature one of the data pilot destinations - Rab, Croatia.

## Introducing Rab, Croatia, IMPACTOUR Pilot Site

Rab is an island (and a town) in the Croatian Adriatic Sea. It participates in the IMPACTOUR project as a “Pilot Site”, contributing to data-gathering on Cultural Tourism. With its local tourism stakeholders, Rab also takes part in webinars and events to help define, develop and implement sustainable solutions for destination management in Europe.

The island has an area of 93.6 km<sup>2</sup> and 9,328 inhabitants. Its history goes back to 360 BC and the roman emperor Octavian Augustus gave Rab the title of Municipium. Throughout its history, the island of Rab was under the direction of several Croatian rulers, the Venetians, Napoleon, the Habsburg monarchy and the Republic of Croatia. The island of Rab is rich in cultural heritage and cultural-historical monuments that make it a popular vacation destination.



Image: Rab Tourist Board

Many churches and town squares on the island of Rab have not changed their primary role as the centre of the cultural living since the Roman days. The island is nowadays very popular with tourists for its beautiful nature, beaches, heritage and many events, particularly the Rab arbalest tournament and the Rab Medieval festival: Rapska Fjera.



Before the COVID 19 pandemic (2019), the Town of Rab counted approx. 1,4 million overnight stays and almost 200 thousand visitors. Tourists visiting Rab are mostly from Germany, Austria, Croatia, Italy, Slovenia and Hungary. The historic centre of the Town of Rab is a place of bigger cultural attraction with smaller ones in the other parts of the jurisdiction of the Town of Rab. With projects like “Rab Archaeological (T)Races” where we combined outdoor activities and archaeological and cultural findings.



We're starting with a new project in March 2021 with “Virtual museum of fishery, maritime and shipbuilding” that will include a web application and 13 points of interest. Also, from this year we have started implementation of IQM Destination programme that will continuously monitor the quality of the destination and its offer (as well as the cultural offer). In this COVID 19 period it is hard to maintain cultural tourism activities and projects like Rabska fjera (The Rab Fair), however, we hope it will soon be possible to get back on track with it.

### Links

- [Rab Tourist Office](#)
- [Rab Archaeological Traces](#)
- [Rab Public Open University](#) (in Croatian)

### Other recent EU Projects in Rab

- [Construction of new infrastructure within the business zone "Mišnjak"](#) (in Croatian)
- [Rehabilitation and closure of non-hazardous waste landfill Sorinj, City of Rab](#) (in Croatian)
- [Recycling yard Sorinj](#) (in Croatian)

FaceBook: [Rab, the happy Island](#)

Hashtags: #visitrab #rab #rabthehappyisland

### Key information

Rab Tourist Board.

Address: Trg Municipium Arba 8, 51280 Rab, Croatia.

GPS location: Longitude 14.7621 Latitude 44.7555

Number of inhabitants: 7850

Area type: Urban

Number of tourism enterprises: about 10

Credits/ Recognitions / Awards: about 20



## IMPACTOUR Partner profiles

In this Newsletter and the next editions, we profile one or more of our partners, providing an insight into their activities and their connection to IMPACTOUR. Here we present ENAT and the Estonian Tourist Board, Ettevotluse Arendamise Sihtasutus, Estonia.

### ENAT - European Network for Accessible Tourism asbl, Belgium



ENAT was registered in Brussels on 8 May 2008 as the European Network for Accessible Tourism asbl. (non-profit association). It grew from a project-based initiative of nine sponsoring organisations in six EU Member States, funded by the European Commission, DG Employment and Social Affairs, from 2006 to 2007. The mission of ENAT is to make European tourism destinations, products and services accessible to all travellers and to promote accessible tourism around the world. ENAT has over 220 members in 50+ countries. It is managed by an international Board of Directors, drawn from ENAT's founding partners and other leading organisations in accessible tourism.



ENAT brings together sector actors to share their experience, learn from each other and collaborate in national and international projects and events. We conduct research and promote awareness of the need for accessibility and inclusion in all areas of travel and tourism in Europe, while supporting the development and spread of accessible tourism policies and practices, globally.



We develop vocational training curricula and programmes and accredited courses for tourism and hospitality students and professionals. ENAT members include: National and Regional Tourist Boards, Cities, Destination Management Organisations (DMOs), private tourism businesses in the tourism sector, Non-profits and Disabled People's Organisations, educational institutions, accessibility experts and professionals.

Visit: <https://www.accessibletourism.org/>  
(Images © ENAT)



ENAT manages two key products that are used in the accessible tourism sector:

- Pantou –The free, online Accessible Tourism Directory: <https://pantou.org>
- The World Tourism for All Quality Programme:  
<https://www.accessibletourism.org/world-quality-programme>

**Contact:** [enat@accessibletourism.org](mailto:enat@accessibletourism.org)

## Estonian Tourist Board. Ettevotluse Arendamise Sihtasutus

Visit Estonia's (Estonian Tourist Board) great aim is to raise curiosity in travellers from near and far, and to have them come and discover this little country. At the same time, we also want to make sure that Estonian tourism products are internationally competitive for our visitors to feel good. Visit Estonia is made up of more than 30 people with a mission. They work in 3 teams, one that looks after the end consumer, one that interacts with the travel trade, and one that deals with development questions. They work closely together to give their home country an advantage it deserves.



Team Photo: ©Visit Estonia

Visit Estonia operates as flexibly and creatively as possible.  
We react to fast-changing situations in the world of travel and adapt accordingly.

**Contact:** [tourism@eas.ee](mailto:tourism@eas.ee)

**Website:** <https://www.visitestonia.com/>

## “Smart Cultural Tourism Destinations” Group on LinkedIn



IMPACTOUR has started a new **LinkedIn Group: Smart Cultural Tourism Destinations**, where CT professionals, scientists and interested individuals and organisations can meet online and share information and ideas in the field of cultural tourism.

Our particular focus, in keeping with the IMPACTOUR objectives, is to explore how we might improve cultural tourism destination management through the collection and use of data and analytical techniques, with the aim of achieving sustainable sites that support local communities and enhance the visitors’ experience and understanding.

**LinkedIn members - Join over 100 members and get involved in the group!**

Visit: <https://www.linkedin.com/groups/9053513/>

## IMPACTOUR Brochures

Download the brochures in PDF from these links:



[IMPACTOUR Brochure no.1 \(A4 size, 2 pages\)](#)



[IMPACTOUR Brochure no. 2 \(A5 size, 6 pages\)](#)

## IMPACTOUR – Partners



<https://www.impactour.eu/>

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